

### ABSTRACT

An absorbent product is described in which cellulosic fibers are reacted with an effective amount of a crosslinking agent in the presence of an effective amount of a C<sub>4</sub>-C<sub>12</sub> polyol. The individualized intrafiber crosslinked cellulosic fibers are characterized by a Whiteness Index, (WI<sub>CDM-L</sub>) greater than about 69. The crosslinked fibers can be incorporated into infant diapers, adult incontinent products, feminine hygiene products and paperboard products.